Emeryville’s Earth Day Celebration
Recycled Art Exhibition and Purchase Award 2012

Theme: “Bottles and Cans”

REQUEST FOR ARTWORK

The City of Emeryville’s Community Service Department is requesting art pieces from student, emerging and professional artists working in three-dimensional art pieces made “primarily” from recyclable beverage bottles (glass and/or plastic) and metal beverage cans. Art works must be in a format that can be safely displayed to the public and moved by the artist or artists’ team to the City of Emeryville’s Earth Day Celebration Recycled Art Exhibition on April 21, 2012 by 10:30am. Each artist must provide a written description of the artwork not to exceed one letter-sized page in paper form for display at the event (and be able to send this description electronically to the City if selected as a finalist). The artwork will be exhibited at the Earth Day Celebration Recycled Art Exhibition on 62nd Street (ie: on the pavement) between Hollis and Doyle Streets in an outdoor exhibition (rain or shine) setting on April 21, 2012 from 11:00am to 3:00pm.

The goal of the exhibition is to creatively enliven Emeryville’s Earth Day Celebration with a diverse collection of artworks made completely from recyclable beverage bottles (plastic and/or glass) and metal drinking cans to help spread the awareness of recycling and overall environmental awareness. Two artists will be selected as finalists and will have their work purchased and displayed for a one-year period (estimated to be May 2012 through May 2013). The two finalists will receive $250 each for the purchase of their artwork. Artists or Artists’ Teams not selected as finalists will not receive compensation for their work or exhibition.

BACKGROUND

In 2012, the City of Emeryville’s Community Services Department added the Recycled Art Exhibition to promote the idea of re-use and recycling at its Earth Day Celebration event and continue this promotion at various civic facilities throughout the year. Funding for the awards was obtained by the State of California’s Department of Resources Recycling and Recovery (CalRecycle) to promote their goal of increasing recycling in Emeryville. The City hopes to use this exhibition as a way to springboard an annual “eco-art” exhibition and make the exhibition a signature component of future Earth Day Celebrations.

ABOUT THE THEME: Bottles and Cans

Emeryville, like many cities in the Bay Area and beyond, is leading the way to a sustainable future through policies and actions that are working towards lessening the human impact on the environment. One of the more simple ways Emeryville residents and businesses can support this goal is to divert recyclable goods from the landfill. The use of beverage bottles and cans as the primary material of this project is purposeful and should represent the choices of why people dispose of recyclable bottles and cans.

It is critical that submitting artists consider that a chief goal of this project is to create public art that inspires delight for all those who see it, while fostering awareness of the importance
of recycling. The installation of the works will be rotated through several public facilities throughout Emeryville. The public facilities will serve as art sites and offer the potential to introduce the artist and his/her work to a new audience.

GOALS

Staff within the City of Emeryville’s Community Services, Economic Development and Public Works Departments developed the Recycled Art Exhibition idea to increase the exposure of public art/artists and the concept of recycling to Emeryville and the surrounding community. The goals of the Recycled Art Exhibition program, with the theme titled “Bottles and Cans,” are to:

- Support the design, fabrication, and installation of recycled material public art works in the city of a temporary, rather than permanent, nature.
- Enhance the aesthetics and quality of the civic centers in the city, thereby enlivening the experience for visitors and others, as well as to encourage the practice of recycling through the installation of public art works within civic centers.
- Broaden viewers’ perspectives of the opportunities created through the installation of public art.
- Support the theme of the Call for Entries, “Bottles and Cans.”
- Encourage a variety of art forms and increase the understanding and enjoyment of public art and recycling by Emeryville residents and employees.
- Stimulate critical thinking by viewers and artists by selecting art works with an evocative and compelling theme which will be displayed on a rotating basis.

ARTISTS ELIGIBILITY REQUIREMENTS

This project is open to student, emerging and professional artists of any age. Artists under the age of 18 must have their parents/guardians complete a written consent form at the exhibition.

PROGRAM OVERVIEW

The artwork displayed at the Recycled Art Exhibition must be made “primarily” of beverage bottles (glass or plastic) and metal beverage cans, self supporting, weigh up to 100 pounds, and can be up to 60” tall by 48” long by 48” wide in size. Submissions must fit within the required area and be able to be carefully moved by City staff in a pick-up truck or small trailer at least three (3) times without a high chance breaking. Please be sensitive to the movement of the artwork and design a piece that will be sturdy for transport and public display. If the artwork should break in transport or display, the artist will not be compensated for this loss.

PURCHASE AWARD DETAILS AND INSURANCE COVERAGE

No initial budget is available for the design, creation, materials, or transportation of each piece of artwork displayed at the exhibition (ie: artists will create and transport the artwork without compensation to the exhibition). The City will be awarding two (2) finalists with
$250 and the honor of having their artwork shown at various public facilities for one (1) year. The City will take ownership of the artworks and all rights to them.

The City will provide the insurance liability coverage of $1 million for the artists once they arrive at the exhibition site (61st Street between Hollis and Doyle Streets) until the artists leave the site later that same day. The artists selected as the finalists and have their artwork purchased will be relieved of any liability for their artwork after the selected pieces are purchased.

**SELECTION PROCESS**

A three-member Selection Panel will be formed, composed of one individual from the Emeryville Public Art Committee, a community member, and a City staff person. The Selection Panel will review submissions during the Earth Day Celebration Exhibition and will select two finalists. The proposals will be judged by the Selection Panel in accordance to the following four (4) criteria:

- **Aesthetic Appeal** (ie: The overall look of the artwork)
- **Creativity & Sustainability** (ie: How cleverly the artist used the recycled bottles and cans in the artwork?)
- **Innovative & Thought-Provoking** (ie: How does the artwork inspire thinking about sustainability and recycling? Does it educate and inform the public regarding recycling?)
- **Recyclability of the Artwork** (ie: Is the artwork designed for deconstruction and recycling at the end of its lifespan?)

**TIMELINE**

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<thead>
<tr>
<th>Event</th>
<th>Date/Time</th>
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<tbody>
<tr>
<td>RFA Announcement Posted</td>
<td>March 27, 2012</td>
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<tr>
<td><strong>Earth Day Celebration - Recycled Art Exhibition</strong></td>
<td>April 21, 2012</td>
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<tr>
<td><strong>Artwork Must Arrive By:</strong></td>
<td>10:30am</td>
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<td><strong>Artwork Must Be Ready for Display By:</strong></td>
<td>11:00am</td>
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<td>Exhibition Hours:</td>
<td>11:00am-3:00pm</td>
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<tr>
<td>Panel Selects Finalists for Awards</td>
<td>2:00pm</td>
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<td>Non-Finalists Remove Artwork By:</td>
<td>4:00pm</td>
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<td>Installation Period Begins</td>
<td>May, 2012 (Date TBA)</td>
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<td>Installation Period Ends</td>
<td>May, 2013 (Date TBA)</td>
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**STAFF CONTACT FOR MORE INFORMATION**

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